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From: John C. Pokotylo, Esq.

Date: June 11, 2008

Number of Pages Including Cover: 15

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.)(in duplicate);
- 3) Information Disclosure Statement (2

pgs.); and

- 4) PTO/SB/OA (1 pg.); and
- 5) Ref BV (8 pgs.).

Attorney Docket No.: Google-41 (GP-099-00-US)

Appl. No.: 10/750,451

Applicants: Ross KONINGSTEIN, et al.

Filed: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR

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TC/A.U.: 3622

Examiner: Michael Bekerman

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		Application Number	10/750,451				
TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Filing Date	December 31, 2003				
		First Named Inventor	Ross KONINGSTEIN				
		Group Art Unit	3622				
<u> </u>		Examiner Name	Michael Bekerman				
Total Number of Pages In This Submis	sion	Attorney Docket Number	Google-41 (GP-099-00-US)				
ENCLOSURES (check all that apply)							
Fee Transmittal Form Fee Attached Drawing Amendment / Reply After Final Affidavits/declaration(s) Extension of Time Request Express Abandonment Request Request		ent Papers pplication) (s) g-related Papers to Convert to a mal Application of Attorney, Revocation of Correspondence	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brist, Reply Briel) Proprietary Information Status Letter Postcard Receipt Other Enclosure(s) (please identify below):				
SIGNATU	RE OF APPLI	CANT, ATTORNEY, OR	AGENT				
Firm or Individual name John C. Pokoty	-						
Signature Quan	C. Poho	hb					
Date June 11, 2008							
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Typed or printed name John C. Pokotylo Signature Date June 11, 2008.							

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FEE TRANSMITTAL Application Number			Complete	omplete if Known								
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for FY 2007						or Ross K	KONINGSTEIN					
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**or number previously paid, if greater, For Reissues, see above												
SUBMITTED BY (Complete (If applicable)												
Name (Print/Type) John C. Pokotylo Registration No. 136,242 Telephone (732) 936-1400							00					
Signature Dale June 11, 2008												

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This collection of Information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Complete if Known **FEE TRANSMITTAL** 10/750,451 Application Number December 31, 2003 Filing Date for FY 2007 Ross KONINGSTEIN First Named Inventor Effective 09/30/2007, Patent fees are subject to annual revision. Examiner Name Michael Bekerman Applicant claims small entity status. See 37 CFR 1.27 Art Unit 3622 Google-41 (GP-099-00-US) TOTAL AMOUNT OF PAYMENT (\$) 180.00 Attorney Docket No. FEE CALCULATION (continued) METHOD OF PAYMENT (check all that apply) Money Order 3. ADDITIONAL FEES ☐ Other ☐ None Check Credit card Large Entity | Small Entity Deposit Account: Fee Description Fee Paid Deposit Account Code (\$) Code **(S)** 50-1049 Surcharge - late filing fee or oath 1051 130 2051 65 Number Surcharge - late provisional liling fee or Deposit 2052 25 1052 50 Straub & Pokotylo cover sheet Account Name 1053 130 Non-English specification 1053 130 The Commissioner is authorized to: (check all that apply) For filing a request for ex parte reexamination 1812 2,520 1812 2.520 Charge any underpayment of Credit any overpayments fee(s) indicated below Requesting publication of SIR prior to 920 1804 920* 1804 Submitted herewith Examiner action Requesting publication of SIR after 1805 1,840* Charge fee(s) indicated below, except for the filing fee in the 1805 1.840 Examiner action to the above-identified deposit account. Extension for reply within first month 1251 2251 60 120 FEE CALCULATION Extension for raply within second month 460 2252 230 1252 1. BASIC FILING, SEARCH & EXAMINATION FEES 1253 1,050 2253 525 Extension for reply within third month Large Entity Small Entity Fee Paid Fee Description Extension for reply within fourth month 1254 1.640 2254 820 Extension for reply within fifth month 2255 1,115 1255 2.230 1030 515 Utility fee 1401 510 2401 255 Notice of Appeal 440 220 Design fee Filing a brief in support of an appeal 2402 255 1402 510 680 340 Plant fee Request for oral hearing 1403 1.030 2403 515 720 Reissue fee 1440 1451 1.510 1451 1,510 Petition to institute a public use proceeding Provisional fee 210 105 Petition to revive - unavoidable 1452 510 2452 255 (\$) 0.00SUBTOTAL (1) 2453 770 Petition to revive - unintentional 1453 1.540 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE Utility issue fee (or reissue) 1501 1,440 2501 720 Fee from below Fee Paid Extra Claims 1502 820 2502 410 Design Issue fee Total Claims -201 1503 1,130 2503 565 Plant issue fee Independent Petitions to the Commissioner -- check fee sheet Multiple Dependent Processing fee under 37 CFR 1.17(c) 1807 50 1807 50 Submission of Information Disclosure Stmt Large Entity Small Entity 1806 180 1806 180 Fee Description 180.00 Recording each patent assignment per 8021 40 Code **(S)** Code **(S)** 8021 40 property (times number of properties) Claims In excess of 20 2202 25 1202 50 Filing a submission after final rejection 810 2809 405 1809 Independent claims in excess of 3 1201 210 2201 105 (37 CFR 1.129(a)) Multiple dependent claim, if not paid For each additional invention to be 1203 370 2203 185 1810 810 2810 405 examined (37 CFR 1.129(b)) 1204 210 2204 105 **Reissue independent claims Request for Continued Examination (RCE) 405 1801 810 2801 over original patent Request for expedited examination 900 1802 900 **Relssue claims in excess of 20 1802 1205 50 2205 of a design application and over original patem Other fee (specify) SUBTOTAL (2) (\$) 0.00
"or number previously paid, if greater, For Reissues, \$88 Bbove (\$) 180.00 Reduced by Basic Filing Fee Paid SUBTOTAL (3) Complete (if applicable SUBMITTED BY Registration No. (732) 936-1400

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36,242

Telephone

June 11, 2008

Pokotylo

Name (Print/Type)

Signature

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-41 (GP-099-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/750,451

Filing Date: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR

ADVERTISEMENTS

Examiner: Michael Bekerman

Group Art Unit: 3622

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1), it should be considered under 37

C.F.R. § 1.97(d).

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The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

June 11, 2008

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 936-1400

STRAUB & POKOTYLO 788 Shrewsbury Ave. Tinton Falls, NJ 07724

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John C. Pokotylo

Type or print name of person signing certification

June 11, 2008